



## TAS State Committee Event | 10 March 2019

### Marketing your practice in the AHPRA era

*Presented by Jeff Shearer*

Marketing your practice was once hard enough however post registration we find ourselves in an environment that makes it much more difficult.

In this 4-hour seminar you will learn how to stay within the AHPRA advertising guidelines while understanding how to market and grow your practice effectively.

It will basically go through each section of the guidelines including:

- General guidelines
- Principles underpinning the guidelines
- Scope of practice' versus 'title'
- Penalties
- Use of factual information in advertising
- Deceptive and misleading advertising
- Gifts, discounts and incentives
- Testimonials
- Creating unreasonable expectations
- Encouraging indiscriminate use of a health service
- Social media
- Use of titles
- Advertising specialties or endorsements
- Advertising price information
- Use of scientific information

The seminar will be delivered in lecture format with PowerPoint presentation and Q & A session.

### About the presenter/s

#### Jeff Shearer

Jeff Shearer has been in practice since 1995 and now currently runs a successful Chinese medicine practice in Newcastle NSW. He also runs Ethical Practice a business specifically designed to help practitioners overcome the hurdles to building a successful and sustainable practice.

### Event Details

<b>Date</b>	10 March 2019
<b>Time</b>	9.00-13.00
<b>Cost</b>	Members: \$40 (\$45 for walk-in)   Students Members: FREE   Non-members: \$60 (\$65 for walk-in)

- ***Non AACMA student members pay the same price as non AACMA member registrants.***
- ***Students need to show their current student card on attendance at the event.***

- **No walk-in will be accepted if the venue capacity is reached.**

<b>Venue</b>	Lotus Centre, 45 Victoria St, Hobart TAS 7000
<b>CPD</b>	<b>4 CPD points (professional issues)</b>
<b>Registration Via Office</b>	Via office - RSVP by 12:00 PM EST, Thursday 7 March 2019. Contact AACMA national office on 07 3457 1800 or email <a href="mailto:aacma@acupuncture.org.au">aacma@acupuncture.org.au</a>

**Please bring your AACMA Tax Invoice as proof of your seminar registration and payment**

*Registrations and payments are to be done either via BPAY or over the phone via credit card.  
Please contact AACMA national office on 07 3457 1800.*

**This is an AACMA-organised seminar.  
All enquiries should be directed to AACMA.**

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### **Who can attend AACMA State Committee events?**

Attendance at AACMA State Committee events is open to AACMA members and non-members who are either CMBA-registered Chinese medicine practitioners or students enrolled in an AACMA/CMBA-approved acupuncture or Chinese medicine program.

Preference will be given to AACMA members where numbers are limited.

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### **Cancellation policy for paid events**

Cancellations received one week or more before the event date will incur a \$20 administration fee. There are no refunds for cancellations received less than one week before the event or for failure to attend the event; however, a credit, minus the \$20 administration fee, can be retained for future events.

Any changes to event date, time, location, content or speaker(s) will be advised by the AACMA office before close of business on the Friday prior to the event.

Cancellation of registration due to event change(s) received before the Friday prior to the event can be arranged as a refund or credit for future events. Cancellation due to event change(s) received after the event date will be arranged as credits only if the registrant did not attend the event.

Please note that the AACMA office is not able to notify registrants of any event changes that may happen after the close of business of the Friday prior to the event.

If you are travelling interstate for the event, please plan your itinerary after confirming with us.